

System and Method for the Coordination of Short-term Cyclic Data and Ephemeral Content in a Broadcast Stream

Abstract

5 A system and method allowing a broadcaster to deliver short-term cyclic data along with the main content of the broadcast stream, synchronized with that main content, and for allowing users to have access to that information for longer periods than a typical data broadcast system would
10 allow. Additional data content is added to the main content stream and is broadcast along with it. The additional data content is initially broadcast shortly prior to the time of its relevance to the main content and is buffered upon reception. In addition, it is rebroadcast cyclically over a
15 short period, allowing viewers who tune in late to take advantage by acquiring the material during and briefly after the time of its initial relevance. If a viewer tunes in after the cyclic broadcast period has elapsed or if there was an error in the receiving or buffering of the additional
20 data content, a return channel can be used to request that the material be retransmitted. If an insufficient number of viewers request a particular piece of material, it may be narrowcast to those viewers over their telephone lines. For a larger number of requests, a rebroadcast will be
25 scheduled.